

MAY 22, 2014

SMG FOOD & BEVERAGE LLC  
DBA PINNACLE BANK ARENA  
ATTN: TOM LORENZ  
400 PINNACLE ARENA DR  
LINCOLN NE 68508

**NOTICE OF HEARING ON LIQUOR APPLICATION**

**APPLICANT OR DESIGNATED REPRESENTATIVE**  
**IS REQUIRED TO ATTEND THIS HEARING.**

Notice is hereby given that the City Council of the City of Lincoln, Nebraska, will hold a hearing in the Council Chambers in the County-City Building of said City, 555 S. 10th St., on Mon., the 16<sup>th</sup> day of June, 2014 at 3:00 p.m., for the following applications of:

SMG FOOD & BEVERAGE LLC SDL FOR PINNACLE BANK ARENA AT 400  
PINNACLE BANK ARENA DR. ON SAT., OCT. 1 FROM 10 A.M. TO 2 A.M.

SMG FOOD & BEVERAGE LLC SDL FOR PINNACLE BANK ARENA AT 400  
PINNACLE BANK ARENA DR. ON SAT., OCT. 9 FROM 10 A.M. TO 2 A.M.

At said time and place, the City Council will receive competent evidence under oath, either orally or by affidavit, from any person bearing upon the propriety of the issuance of said license as provided by law. Council requires that the applicant or designated representative attend the meeting to answer any possible questions.

SINCERELY,

TERESA J. MEIER  
CITY CLERK

APPLICATION FOR SPECIAL  
DESIGNATED LICENSE  
CITY OF LINCOLN CITY CLERK'S OFFICE  
555 S 10<sup>TH</sup> ST  
LINCOLN NE 68508  
PHONE: (402) 441-7438

DO YOU NEED POSTERS?

YES ☐

NO ☒

RETAIL LICENSE HOLDER ☐

NON PROFIT APPLICANT ☐

Non Profit Status (check one that best applies):

Municipal ☐ Political ☐ Fine Arts ☐ Fraternal ☐ Religious ☐ Charitable ☐ Public Service ☐

COMPLETE ALL QUESTIONS

FILED

MAY 21 2014

CITY CLERK'S OFFICE

1. Beer ☒ Wine ☒ Distilled Spirits ☒

2. Liquor license number and class (i.e. C55441, CK55441)  
(If you're a nonprofit organization leave blank)

CK104580

3. Licensee name (last, first,), corporate name or limited liability company (LLC) name (As it reads on your liquor license)

NAME:	SMG FOOD & BEVERAGE LLC		
ADDRESS:	300 CONSHOHOCKEN STATE ROAD, SUITE 450		
CITY:	WEST CONSHOHOCKEN, PA	ZIP:	19428

4. Location where event will be held; name, address, city, county, zip code

BUILDING NAME:	PINNACLE BANK ARENA		
ADDRESS:	400 PINNACLE ARENA DR.	CITY:	LINCOLN
ZIP:	68508	COUNTY & COUNTY #:	LANCASTER

a. Is this location within the city/village limits?

YES ☒

NO ☐

b. Is this location within the 150' of church, school, hospital or home  
for aged/indigent or for veterans and/or wives?

YES ☐

NO ☒

c. Is this location within 300' of any university or college campus

YES ☐

NO ☒





11. Retailer: Will you be purchasing your alcohol from a wholesaler? YES ☒ NO ☐  
Non-Profit: Where will you be purchasing your alcohol?  
Wholesaler ☒ Retailer ☐ Both ☐ BYO ☐  
(includes wineries)

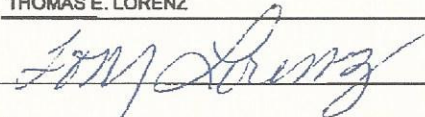
12. Will there be any games of chance operating during the event? YES ☐ NO ☒  
If so, describe activity: \_\_\_\_\_

**NOTE:** Only games of chance approved by the Department of Revenue, Charitable Gaming Division are permitted. All other forms of gambling are prohibited by State Law: There are no exceptions for Non Profit Organizations or any events raising funds for a charity. This is only an application for a Special Designated License under the Liquor Control Act and is not a gambling permit application.

13. Any other information or requests for exemptions (**must** be received by Commission 30 days prior to event, complete NLCC form 140): 53/168/169

14. Name and **telephone number/cell phone number** of immediate **supervisor**. This person will be at the location of the event when it occurs, able to answer any questions from Commission and/or law enforcement before and during the event, and who will be responsible for ensuring that any applicable laws, ordinances, rules and regulations are adhered to. **PLEASE PRINT LEGIBLY**

Print name of Event Supervisor: THOMAS E. LORENZ

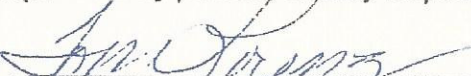
Signature of Event Supervisor: 

Event Supervisor phone: Before 402-904-4444 During 402-416-5227

Email address: TLORENZ@SMGLINCOLN.COM

15. Consent of Authorized Representative/Applicant  
I declare that I am the authorized representative of the above named license applicant and that the statements made on this application are true to the best of my knowledge and belief. I also consent to an investigation of my background including all records of every kind including police records. I agree to waive any rights or causes of action against the Nebraska Liquor Control Commission, the Nebraska State Patrol or any other individual releasing said information to the Liquor Control Commission or the Nebraska State Patrol. I further declare that the license applied for will not be used by any other person, group, organization or corporation for profit or not for profit and that the event will be supervised by persons directly responsible to the holder of this Special Designated License.

sign  
here



Authorized Representative/Applicant

GENERAL MANAGER

Title

5.21.2014

Date

THOMAS E. LORENZ

Print Name

This individual must be listed on the application as an officer or stockholder unless a letter has been filed appointing an individual as the catering manager allowing them to sign all SDL applications.

The law requires that no special designated license provided for by this section shall be issued by the Commission without the approval of the local governing body. For the purposes of this section, the local governing body shall be the city or village within which the particular place for which the special designated license is requested is located, or if such place is not within the corporate limits of a city or village, then the local governing body shall be the county within which the place for which the special designated license is requested is located.



**SUPPLEMENTAL FORM**  
**REQUIRED FOR ALL OUTDOOR EVENTS**  
*(Including those for Non Profit Organizations)*

Name of Event:	TOM PETTY CONCERT		
Applicant and Sponsoring Organization or Individual (if applicable):		PINNACLE BANK ARENA	
Date(s) of Event:	OCTOBER 1, 2014	Hours:	7:30 PM
Alternate Date(s):	N/A	Hours:	N/A

Is the event open to the public? ☒ Yes ☐ No

How will you ensure that minors will not be served or consume beverages containing alcohol: \_\_\_\_\_

TRAINED PINNACLE BANK ARENA EMPLOYEES WILL CHECK ID'S

Will food be served? ☒ Yes ☐ No If yes, please list food to be served: POPCORN, PRETZELS,

NACHOS, CHIPS, HAMBURGERS, ETC.

Will non-alcoholic beverages be served: ☒ Yes ☐ No  
If yes, please list non-alcoholic beverages to be served: BOTTLE WATER AND PEPSI PRODUCTS

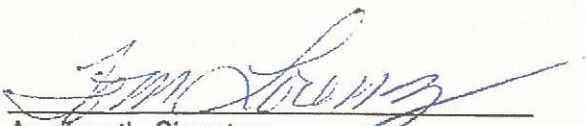
Who will serve the beverages containing alcohol? TRAINED PINNACLE BANK ARENA EMPLOYEES

**Must complete Server/Seller Applicant Information Sheet.**

Have the designated servers received responsible beverage server training? ☒ Yes ☐ No

Will there be a charge for admission? ☒ Yes ☐ No

In the last 12 months, have you received notice of a liquor law violation that occurred during an event at which you were the special designated licensee? ☐ Yes ☒ No If so, explain: \_\_\_\_\_

  
Applicant's Signature

5.21.2014

Date

## SITE PLAN INFORMATION REQUIRED FOR **ALL** OUTDOOR EVENTS

Please provide a drawing showing the following. Provide **as much detail as possible** to ensure your application is not returned to you for more information. Attach additional drawings, dimensions if necessary.

1. Number of Entry & Exit Points & Dimensions: (\_\_\_\_\_ ' x \_\_\_\_\_')
2. Size & location of tent(s) (heights, width, depth)
3. Size of area being used ( 176 x 83 x 56 )
4. Location & type of cooking equipment (if used)
5. Location of tables & chairs; If stage for band provided & dance area, show location & dimensions on drawing.
6. Height & type of fencing to be used.

**Note: Two (2) exit points must be indicated on your drawing. These exits cannot lead patrons into the building. Questions relating to entry/exit points; electrical wiring; tent sizes can be directed to: Chuck Schweitzer, Fire Prevention Bureau: (402) 441-6441.**

PLEASE SEE ATTACHED MAP

ATTACH EXTRA PAGES IF NECESSARY



# Stadium Terrace



# SERVER/SELLER APPLICANT INFORMATION SHEET

You must provide the **NAME** and **DATE OF BIRTH** of **ALL** Employees/Volunteers who will sell or dispense alcoholic beverages at your event.

**This applies to nonprofit corporations as well.**

[illegible]